

USSN 09/870,377

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IN THE ABSTRACT:

Please delete the Abstract and replace it with the following:

A radio broadcast system includes a vehicle-based radio system that receives radio broadcasts via digital satellite transmission from a transmitting facility and provides two-way communication with a vehicle communications central facility. The transmitting facility broadcasts a number of different channels of programming content (music, news, etc.) along with one or more separate streams of radio advertisements. The advertisements are received by the vehicle radio system which selects and stores certain advertisements targeted to the vehicle user based on user or vehicle data. The broadcasted radio streams received by the vehicle radio system contain intermittent advertising slots and the system monitors the channel selected by the vehicle operator for markers that identify these advertising slots. Once a marker is detected, one of the stored advertisements is accessed and inserted into the advertising slot for playback as a part of the selected broadcast stream.